

Coalition for a SmokeFree Anderson County
A Community Approach to Smoking Interventions

Objective

To decrease the use of tobacco products in Anderson County in order to improve the health of the community.

Population Served

Twenty-six percent of the adult population of Anderson County (Population - 133,800) smoke cigarettes. It is the single most preventable cause of death. Based on national data, it is estimated that 280 of the 1,255 deaths in Anderson in 1988 were attributable to smoking. It is well documented that smoking prevalence is high in all blue collar workers.

Implementation Method

The Coalition for a SmokeFree Anderson County was formed in 1988. Members included Anderson Memorial Hospital, Appalachia I Public Health District - S.C.D.H.E.C., American Lung Association, American Heart Association, American Cancer Society, and the Doctors Ought to Care (DOC) Program.

The Coalition boasts the following accomplishments:

1. Community profile highlighting smoking prevalence and cost was compiled. Data showed that smokers cost the community 26 million dollars per year.
2. A survey of major industry and school non-smoking policies was conducted which showed very few no-smoking policies in existence.
3. A community-based "Quit Smoking and Win" competition supplemented by concomitant workplace competitions was conducted.
4. A library of teaching materials for loan has been developed.
5. Smoking cessation classes are now offered bi-monthly by the American Lung Association and the American Cancer Society at the Anderson Memorial Hospital.

Results

1. Over 300 persons pledged to quit smoking for the month of June.
2. Thirty-eight succeeded.
3. Seventy people attended the "Cigarette Stomp", a celebration honoring those who quit.
4. Six months follow-up showed 64% of those who quit had remained smokefree.
5. Industry promotions and media interest fostered awareness of the Coalition's objectives.
6. An Action Plan for the Nineties has been formulated. Future efforts will include publicizing area restaurants with no-smoking sections, a newsletter and professional education.

Approximate Cost

Quit and Win expenses \$3,100.00

Income (from Coalition members) \$3,399.00

Donations - All prizes by local business/civic clubs

- Publicity by four local newspapers, four local radio stations, one TV station

- Outdoor advertising by local businesses

- Industry luncheon by Anderson Memorial Hospital

- Local health care professionals including physicians and dentists distributed information and volunteered their time for radio and television interviews.

Further information of the Coalition for a SmokeFree Anderson County and the 1989 Quit Smoking and Win competition can be obtained from:

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2025 RELEASE UNDER E.O. 14176